



In still another aspect of the present invention, various user activities and interactions, including which videos are selected for viewing and which products are purchased, is tracked for several purposes. This tracking can be used to determine which videos and products are viewed and purchased more often, as well as for generating revenue sharing reports for purposes of profit sharing between the host and the sponsor.

### **Brief Description of the Drawings**

FIG. 1 illustrates a system in accordance with one embodiment of the present invention;

FIG. 2 illustrates a preferred embodiment of a user interface which is a webpage generated by a host server;

FIG. 3 illustrates the concept of providing segmented video content and images which correspond with each segment of video content;

FIG. 4 illustrates a interaction diagram which shows the flow of information in one embodiment of the present invention; and

FIG. 5 illustrates one embodiment of a tracking report.

FIG. 6 illustrates user flow from point of entry to user exit, generating an activity report.

### **Detailed Description**

The present invention allows a host server to provide video content to an end user, the video content featuring products and services available for purchase. As the user views the video content, he can select products he wants to purchase. Software resident on the host server seamlessly retrieves information about the products and services displayed in the video content from various sponsor servers and provides this information to the user. A user can then purchase the products and services he just saw in the video content. In a preferred embodiment, the entire process is fully integrated within a single user interface, such as a single webpage, so there is no need to jump from one webpage to another to view video content, select products of interest, view